



**Alberta
Cattle
Commission**

GRASSroutes

The Alberta Cattle Producer Monthly Update

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Call us at (403) 275-4400

Producer Profile: Greg Conn



Greg Conn and family run a cow/calf and back-grounding operation along the Red Deer River, northwest of **Innisfail**. Greg is chairman of the Alberta Cattle Commission and a director to the Canadian Cattle-men's Association. In his second year as ACC chairman, Greg has worked hard to represent all sectors of the industry for the benefit of all cattle producers.

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Dramatic Changes in Food Habits of Canadians

Eating habits of Canadians have changed dramatically from a generation ago.

"A lot of the younger people are eating less fat than when their parents were their age but what's interesting is the fat we are now consuming is coming from other foods outside of the four food groups," says Laura Pasut of Nutridata Consulting Services.

"Today, most of the fat in our diet is coming from oils, salad dressing, butter and margarine. What we have to do is watch these other foods and not the healthy choices from the four food groups."

Beef is the main source of iron, a vital nutrient in our diets, explains Pasut. She feels there's a need for

women to eat more beef, especially adolescent and adult women in child bearing years. Those who are not eating the minimum number of servings from the meat and alternatives food group are potentially at risk.

Teenagers and vegetarians may also be at risk of having insufficient iron in their diet. The food consumption study showed teens consume a high amount of junk food such as pop and snack-type foods.

"Almost half of the teenage population is not consuming enough meat and alternatives in their diets so it's important we get the message across that maybe the hamburgers they are having is a good thing," explains Pasut.

Beef Export Sales May Jump 25 Per Cent

There's plenty of optimism at the Canada Beef Export Federation.

President Ted Haney is predicting Canadian beef sales to Asia and Mexico could increase by as much as 25 per cent this year. The brighter prospects are based on an improving South Korean economy, a return to consumer confidence in Japan where Canada is being promoted

as BSE-free, and increasing demand from Mexico.

"It's amazing that beef exports to Asia and Mexico during 2001 were positive. A four per cent increase was recorded despite the animal health problems in Japan, and the slow South Korean economy," says Haney.

Most noteworthy was increased sales to Mexico, moving from 45,000 tonnes to 60,000 during the year.

New Feedlot Website Answers Public's Questions

The general public is able to obtain factual information on beef cattle feedlot operations as the result of a new addition to the Canadian Cattlemen's Association (CCA) website **www.cattle.ca**. It includes a graphic design of a feedlot that enables participants to tour each area of the operation.

"We found it was really disappointing, hearing misconceptions about beef cattle feedlots. We wanted to have a site where people could go and find basic information on how the feedlot is set up, what cattle are fed, how manure is managed, and the principles of cattle behavior," comments Peggy Strankman, CCA manager of environmental affairs.

She points to a prominent misunderstanding that feedlots are owned by "faceless international corporations" and explains how feedlots are owned and operated by people that live and work in that community.

